

MTA - (MASTER OF TOURISM ADMINISTRATION)

SYLLABUS: 2015-2016 ONWARDS



Choice Based Credit System (CBCS)

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

Coimbatore - 641 018.

REACCREDITED WITH "A" GRADE BY NAAC

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

MTA (MASTER OF TOURISM ADMINISTRATION) - COURSE STRUCTURE (CBCS – 2015 -16 ONWARDS)

FIRST SEMESTER

PART	SUBJECT CODE	TITLE OF THE PAPER	HRS / WEEK	MARKS					CREDITS
				SE	CA	TOTAL	SE. MIN	TPM	
PART - A	15MTT11C	CORE - I : MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOUR	06	25	75	100	38	50	04
	15MTT12C	CORE – II : TOURISM PRINCIPLES, POLICIES & PRACTICES	06	25	75	100	38	50	04
	15MTT13C	CORE - III : TOURISM PRODUCTS OF INDIA	06	25	75	100	38	50	04
	15MTT14C	CORE - IV : GLOBAL TOURISM GEOGRAPHY	06	25	75	100	38	50	04
PART - B	15MTT11E	ELECTIVE - I : FOREIGN LANGUAGE - FRENCH	05	25	75	100	38	50	04
SECOND SEMESTER									
PART - A	15MTT21C	CORE – V : DESTINATION PLANNING AND DEVELOPMENT	06	25	75	100	38	50	04
	15MTT22C	CORE – VI : TRAVEL AGENCY & TOUR OPERATIONS	06	25	75	100	38	50	04
	15MTT23C	CORE - VII : ECONOMICS FOR TOURISM	06	25	75	100	38	50	04
	15MTT24C	CORE – VIII : AIRLINES AND CARGO MANAGEMENT	06	25	75	100	38	50	04
PART - B	15MTT21E	ELECTIVE - II : COMMUNICATION SKILLS FOR TOURISM	05	25	75	100	38	50	04

THIRD SEMESTER

PART	SUBJECT CODE	TITLE OF THE PAPER	HRS / WEEK	MARKS					CREDITS
				SE	CA	TOTAL	SE. MIN	TPM	
PART - A	15MTT31C	CORE - IX : HUMAN RESOURCE MANAGEMENT	06	25	75	100	38	50	04
	15MTT32C	CORE - X : TOURISM ENTREPRENEURSHIP	06	25	75	100	38	50	04
	15MTT33C	CORE - XI : TOURISM MARKETING	06	25	75	100	38	50	04
	15MTT33C	CORE - XII : RESEARCH METHODOLOGY	06	25	75	100	38	50	04
	15MTT31V	PROFESSIONAL PRACTICES / INTERNSHIP & VIVA-VOCE	03	20 (VV)	80 (D)	100	10/40	50	05
PART - B	15MTT31E	ELECTIVE – III : ECOTOURISM	05	25	75	100	38	50	04

FOURTH SEMESTER

PART - A	15MTT41C	CORE – XIII : CUSTOMER RELATIONSHIP & SERVICES MANAGEMENT	06	25	75	100	38	50	04
	15MTT42C	CORE – XIV : INTERNATIONAL BUSINESS MANAGEMENT	06	25	75	100	38	50	04
	15MTT43C	CORE – XV : E-TOURISM	06	25	75	100	38	50	04
	15MTT41V	PROJECT (FINAL PROJECT REPORT) & VIVA-VOCE / NATIONAL TOUR	03	20 (VV)	80 (D)	100	10/40	50	05
PART - B	15MTT41E	ELECTIVE - IV : HOSPITALITY MANAGEMENT	05	25	75	100	38	50	04
	15MTT42E	ELECTIVE – V : EVENT MANAGEMENT	05	25	75	100	38	50	04

TOTAL NO. OF PAPERS : CORE – 15, ELECTIVE – 05, PROJECT / REPORT - 02

TOTAL HOURS : 126

TOTAL CREDITS : 90

FIRST SEMESTER

MTA (MASTER OF TOURISM ADMINISTRATION)

SEMESTER – I

CORE PAPER – I : MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR

UNIT - I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills – Tasks of a Professional Manager -- Manager and Environment - Social Responsibilities of Business.

UNIT - II

Planning: Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objectives (MBO) – Decision Making.

UNIT - III

Organising: Organisation Structure & Design – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on organizational.

UNIT - IV

Directing and Controlling: Motivation – Motives – Characteristics – Motives Theories Motivation – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Barriers to communication.

UNIT - V

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Management of Stress - Group Behaviour - Understanding Work Teams– Conflict Management.

TEXT BOOKS

1. Koontz & Weirich (2004), Management, McGraw – Hill, Tokyo, (Text Book).

REFERENCES

1. Richard .M Hodgets (1993), Management, Academic Press, New Jersey.
2. Hampton (1992), Management, McGraw – Hill, International Edition, Tokyo.
3. Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
4. Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.
5. Peter F. Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.
6. Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.

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SEMESTER – I

CORE PAPER – II : TOURISM PRINCIPLES, POLICIES AND PRACTICES

UNIT- I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Historical Development of Tourism - Major motivations and deterrents to travel.

UNIT-II

Tourism Industry; Structure and Components: Attractions - Accommodation - Activities - Accessibility - Amenities - Infrastructure and Hospitality - F&B - Shopping - Entertainment - Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., - Responsible Tourism - Alternate Tourism.

UNIT-III

Tourism Impacts - Tourism Area Life Cycle (TALC) - Demonstration Effect - Push and Pull Theory - Tourism System - Demand and Supply in tourism - Present trends in Domestic and Global tourism.

UNIT-IV

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Tamilnadu, TTDC, FHRAI, IHA, IATA, TAAI, IATO.

UNIT-V

National Tourism Policy - Development and Promotion, National Action Plan, - Code of conduct for safe and Sustainable Tourism for India.

TEXT BOOKS

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.

REFERENCES

1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
3. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
6. Sunetra Roday,et al (2009),Tourism Operations and Management, Oxford University Press.
7. Ghosh Bishwanath (2000), Tourism & Travel Mangt, Vikas Publishing House, New Delhi.

MTA (MASTER OF TOURISM ADMINISTRATION)

SEMESTER – I

CORE PAPER – III : TOURISM PRODUCTS OF INDIA

UNIT - I

Tourism products: Definition, Types and unique features - Tourism resources of India -Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

UNIT – II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

UNIT – III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of selected destinations - Kerala, Rajasthan & Goa.

UNIT – IV

Manmade resources: Adventure sports - Commercial and Shopping – Amusement Parks – Gaming - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

UNIT - V

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism – Dark Tourism - Off-beat destinations.

TEXT BOOKS

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCES

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

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SEMESTER – I

CORE PAPER – IV : GLOBAL TOURISM GEOGRAPHY

UNIT – I

World Geography – Destinations, Physical, Culture - Continents – Oceans.

UNIT – II

Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

UNIT – III

Direction - Scale Representation - GIS & GPS - Time Zones - Calculation of Time: GMT Variation - International Date Line.

UNIT – IV

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks.

UNIT – V

Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

TEXT BOOKS

1. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.

REFERENCES

1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C.Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation-Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd,.
4. India, Lonely Planet Publications.
5. Travel Information Manual, IATA, Netherlands, 2009.
6. World Atlas.

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SEMESTER – I

ELECTIVE PAPER – I : FOREIGN LANGUAGE - FRENCH

UNIT – I

Meeting and greeting people, Introducing oneself/ somebody, asking about name, address, asking about persons, things, nativity, destination, taking leave, talking about profession, preferences, discussing an invitation: accepting, refusing

UNIT – II

Types of Transport, asking for and giving directions, buy a ticket, Identifying and locating places in a city, asking for the route, Make preparations for a journey, reserving a seat, looking for a hotel room, reservation on telephone and self-identification, looking for a seat, asks for information.

UNIT – III

Buying, asking about prices, (asking and answering), Asking for information and making purchases in stores. Using a variety of expressions to say what you want to buy. Expressing quantities

UNIT – IV

Ask about a restaurant, getting something to eat and drink, Reading a café and a fast-food menu, ordering food.

UNIT – V

Hobbies, sports, making plans to do various activities in town : a trip to the cinema, music concert, museum etc, Talking about future plans, Talking about events in the past, talking about the weather, Organizing leisure-time activities

REFERENCES

1. Beginner's French, Catrine Carpentor, Contemporary Publishing Company
2. First French Reader: A Beginner's Dual-Language Book (Dover Dual Language French) (English and French Edition) , Dover Publications, Stanley, 2008
3. Collins Easy Learning French Grammar Guide

SECOND SEMESTER

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SEMESTER – II

CORE PAPER – V : DESTINATION PLANNING AND DEVELOPMENT

UNIT-1

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines – Sustainable Design - Destination Selection Process.

UNIT-II

National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Economic, Social, Cultural and Environmental considerations.

UNIT-III

Destination Image Development - measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process.

UNIT-IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

UNIT-V

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning Characteristics of rural tourism planning- Environmental Management Systems.

TEXT BOOKS

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

REFERENCES

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.

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SEMESTER – II

CORE PAPER – VI : TRAVEL AGENCY AND TOUR OPERATIONS

UNIT-I

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers.

UNIT-II

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

UNIT-III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

UNIT-IV

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings, Akbar, Riya and TCI.

UNIT-V

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, IRCTC, IAAI.

TEXT BOOKS

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

REFERENCES

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

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SEMESTER – II

CORE PAPER – VII : ECONOMICS FOR TOURISM

UNIT-I

Introduction – Economics and Tourism - Tourism Demand - Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors - Measurement of Tourism Demand - Tourism Supply – Augmenting Tourism Products.

UNIT-II

Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.

UNIT-III

Cost Concepts- Short Run Vs. Long Run Costs - Break Even Analysis – Balance of Payments – Balance of Trade - Market Structure and Competition - Pricing in Tourism - Determinants of Price.

UNIT-IV

Macro Economic Environment – Inflation Analysis - Liberalization, Privatization and Globalization - Government’s role in Tourism – Tourism Policies of Government of India.

UNIT-V

Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method.

TEXT BOOKS

1. Sipra Mukhopadhyay(2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.

REFERENCES

1. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
2. Dwivedi DN (2001), Managerial Economics, Vikas, New Delhi.
3. Maddala (2004), Microeconomics, Tata McGraw - Hill, New Delhi.
4. Jhon Trive (1995), the Economics of Leisure and Tourism, Oxford Butterworth, Heinemann.
5. Ronila Chawla (2004), Economics of Tourism & Development., Sonali Publications, New Delhi.
6. M.T.Sinclair & Mike Stabler (1997), Economics of Tourism & Development, Routledge, New York.
7. Peterson, H.C. & W.C.Lewis (2004), Managerial Economics, Prentice Hall (India), New Delhi.

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SEMESTER – II

CORE PAPER – VIII : AIRPORT, AIRLINES AND CARGO MANAGEMENT

Unit-I

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit- II

Airport management: Travel Documents - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Special passengers - Baggage handling – Procedures and Practices.

Unit-III

Three letter city and airport code - Airline designated code - Currency regulation – NUC conversion factors - Sale Indicators- Types of Journeys – Introduction to fare construction - Mileage principles - Special fares - Passenger ticket - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

Unit-IV

Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships - Cargo with special attention - Introduction to dangerous goods - Live Animal Regulation.

Unit-V

Cargo Documentation: Air way bill - Charges collection advice - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods - Cargo companies.

TEXT BOOKS

1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.

REFERENCES

1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA live Animals Regulation Manual.

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SEMESTER – II

ELECTIVE PAPER : II : COMMUNICATION SKILLS FOR TOURISM

UNIT I

Written communication skills: preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

UNIT II

Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews - Designing and delivering presentations.

UNIT III

Introduction to contemporary public relations -- Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

UNIT IV

Business Communication: Understanding the foundations of business communication- Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today's work place.

UNIT V

Non-verbal Communication - Team building - Interpersonal effectiveness – Personality Development – Stress Management.

TEXT BOOKS

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

REFERENCES

1. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
3. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
4. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.

THIRD SEMESTER

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SEMESTER – III

CORE PAPER : IX : HUMAN RESOURCE MANAGEMENT

Unit – I

Introduction to Human Resources Management: Context and Concept of Human Resources Management – Organization and Functions of the HR – Structure and Strategy - HR Manager – Evolution of HR practices in Indian Context.

Unit – II

HR Planning: Job terminologies – Job Analysis - Manpower Planning – Recruitment - Selection and Induction.

Unit – III

Hiring trends in tourism industry – Coaching and Mentoring – Performance Appraisal - Career Development – Retention and Retirement.

Unit-IV

Human Resource Development: Concept – Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential appraisal – Promotions & Transfers – Personnel Empowerment - Competency standards in tourism sector.

Unit – V

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale - Gender Issues – Compensation issues in Tourism Sector - Quality of Work Life (QWL).

TEXT BOOKS

1. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi.
2. Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

REFERENCES

1. S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
2. Robert L.Mathis & John.H.Jackson (2005), HRM, South Western Pub.
3. Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
4. Dessler (2001), A Framework for HR Management, Pearson Edn India.
5. Edmund Heery (2001), A Dictionary of HRM, Oxford University Press.

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SEMESTER – III

CORE PAPER : X : TOURISM ENTREPRENEURSHIP

Unit - I

Entrepreneurship – Theories & approaches – Types of Entrepreneurs – Entrepreneurial motivation - Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit – II

Entrepreneurial Traits and Motivation - Characteristics and Quality of an Entrepreneur - Entrepreneur Vs Professional Management - Development of Women Entrepreneurs

Unit – III

Financial planning – Providing Bank Finance : The Indian Perspective – Types of Loans – Financial Institutions for Small Enterprises – Financial Institutions and their role – SIDBI – NSIC – SFCs – SSSIC - Commercial Banks.

Unit – IV

Entrepreneurship in Tourism – Opportunity Identification – Business Plan – Feasibility Report – Funding options – Implementation Schedule.

Unit – V

Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management – Case studies of Tourism Entrepreneurs.

Text Books and References:

1. Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya Publication House, New Delhi, 2003.
2. Innovation & Entrepreneurship, Peter F. Drucker, Harper & Row, New York, 1995.
3. Tourism Entrepreneurship: International Perspective, Stephen Page, Jovo Ateljeve, Butterworth- Heinemann, London, 2009.
4. Tourism Entrepreneurship, Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe, Juta and Company Ltd, Canada, 2006

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SEMESTER – III

CORE PAPER : XI : TOURISM MARKETING

UNIT I

Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

UNIT II

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

UNIT III

The 4 P's of Marketing : Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

UNIT IV

Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products.

UNIT V

Developing Marketing Skills for Tourism - Technology in Tourism Marketing – Social Marketing – Social Responsible Marketing.

TEXT BOOKS

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi.

REFERENCES

1. Kotler Philip (2006), Marketing Management, PHI, Delhi.
2. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
3. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
4. Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

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SEMESTER – III

ELECTIVE PAPER : XII : RESEARCH METHODOLOGY

UNIT-I

Introduction to Research- Meaning, objectives, types and Significance of Research – Research Process - Research Methods and Methodology - Propositions and Hypothesis.

UNIT-II

Identifying Research Problems- Review of Literature - Research Questions - Item Generation - Questionnaire Design - Sampling Techniques.

UNIT-III

Qualitative Techniques- Interviews - Participant Observations - Pilot Study Preparation of Field Notes.

UNIT-IV

Quantitative Techniques – Mean, Median, Mode & Standard Deviation, Normal Distribution – Introduction to Parametric and Non- Parametric Test - Use of SPSS.

UNIT-V

Data Collection & Presentation- Methods & Sources of Data Collection - Communicating the Research Findings - Written & Oral Presentation - Report Writing Tips - Structure and Steps of Preparing Research Proposal – References.

TEXT BOOKS

1. C.R Kothari (2002), Research Methodology, Vishwa prakashana India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, entice Hall.

REFERENCES

1. Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.
2. Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
3. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
4. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
5. Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
6. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.

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SEMESTER - III

PROFESSIONAL PRACTICES / INTERNSHIP & VIVA-VOCE

The students are sent to gain professional practices and hands on training to various tourism related industry of their own interest. This provides the first hand exposure about the various departments involved in the tourism sectors. This will prepare them for the placement in the areas of their domain knowledge.

Itinerary planning is set to the students to equip them with the practical revelation of the theoretical study. It may be of National importance or region specific.

Specification and Evaluation Methods

1. Projects must be related to a topic relevant to the syllabus.
2. Proper style of bibliography and references should be followed by the students.
3. The project report shall be between 30 and 50 pages, word processed in 12 point font (double spaced) in A4 size paper.
4. The project report should be submitted before the end of 4th semester examination.
5. Valuation of the project shall be conducted by a panel of experts

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SEMESTER – III

ELECTIVE PAPER – III : ECOTOURISM

UNIT-I

Fundamentals of Ecology- Basic Laws & Ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution - Relationship between Tourism & Ecology.

UNIT-II

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Ecotourists - Ecotourism Activities & Impacts – Qubec Declaration 2002 - Oslo Declaration 2007.

UNIT-III

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socio-economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism - Responsible ecotourism-Environment Audit.

UNIT-IV

Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco- Project.

UNIT-V

Ecotourism Development Agencies- Role of the National and International Ecotourism Society – the UNWTO, UNDP, WWF, TIES, Equations - Department of Environment - Government of India - Disaster Management.

TEXT BOOKS

1. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.

REFERENCES

1. Weaver, D. (2001), the Encyclopedia of Ecotourism, CABI Publication.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
3. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, NewDelhi.
4. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
5. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.

FOURTH SEMESTER

MTA (MASTER OF TOURISM ADMINISTRATION)

SEMESTER – IV

CORE PAPER : XIII : CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

UNIT I

Customer Relationship Management in Tourism – Customer Acquisition and Retention– Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

UNIT IV

Tourism as a major component of Service Sector – Service Design and Development – Technology in Services - Service Development and Design.

UNIT V

Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

TEXT BOOKS

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.

REFERENCES

1. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
2. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
3. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stacles A.Brown, Customer Relationship Management, John Wiley & Sons.
4. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
5. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

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SEMESTER – IV

CORE PAPER: XIV : INTERNATIONAL BUSINESS MANAGEMENT

Unit I

Introduction to International Management: Concept of International Business and Management – Internationalization of business - The environment of International trade- Forces (trade barriers) – Global economic groupings – The case of European Union – Globalization phenomenon.

Unit II

International Business Environment: Economic, Political, Legal and Technological Environment - Global economic institutions: IMF - World Bank – WTO - Ethical issue in international management.

Unit III

Strategic Planning in International Management: Need and Benefits – Foreign Direct Investment (FDI) – Factors Influencing FDI – Problems - Policy Framework.

Unit IV

International Market strategy: Market identification and Demand estimation – Product strategy – Pricing strategy – Selecting Channel of Distribution – Sales Promotion.

Unit V

Socio-Cultural and Ethical Environment: Concept of Culture – Cultural Diversity – Management of Cultural Diversity – Ethics and Social Responsibility - Methods of doing International business - Comparative management – Japanese style of management – Western and Eastern Management Styles.

TEXT BOOKS

1. Richard M. Hodgetts & Fred Luthans (1991), International Management, McGraw- Hill, International edition.
2. Aswathappa K. (2012), International Business, TATA McGraw Hill, New Delhi.
3. International Business Management (2012), International Business Management, Pearson.

REFERENCES

1. Warren J. Keegan (1998), Global Marketing Management, PHI, New Delhi.
2. Czinkotn (1995), Global Marketing, Dryden Press.
3. Phillip R. Cateora & John L. Graham (1999), International Marketing, McGraw-Hill International Edition.

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SEMESTER – IV

CORE PAPER : XV : E-TOURISM

UNIT- I

Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

UNIT – II

Global Distribution System: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

UNIT – III

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

UNIT- IV

Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification.

UNIT – V

Future of E-tourism - E-marketing and promotion of Tourism Products – Facebook, Twitter, Youtube - Travel Blogs - Challenges for conventional business models & Competitive strategies.

TEXT BOOKS

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.

REFERENCES

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
4. Malvino A.P (1995), Electronic Principles, McGraw-Hill.

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SEMESTER – IV

PROJECT (FINAL PROJECT REPORT) & VIVA-VOCE

A Project report / Dissertation at Post Graduate level gives platform for the students to undergo extensive research activities in tourism and allied sectors. It also facilitates the development of subject skills to acquire, select and synthesise relevant and appropriate knowledge in a range of historical evidence in a critical manner. It is hoped that this exercise would develop transferable skills with independence of mind, communication skills and ability to work in a self- disciplined way.

1. Students will be given an opportunity to select the topics relevant to Tourism and Allied sector.
2. They will be taught the importance of questionnaire construction, sample selection, methodology, administration of research tools and report writing.
3. They will be given hands on training on the preparation of project proposal

Specification and Evaluation Methods

4. Projects must be related to a topic relevant to the syllabus.
5. Proper style of bibliography and references should be followed by the students.
6. The project report shall be between 30 and 50 pages, word processed in 12 point font (double spaced) in A4 size paper.
7. The project report should be submitted before the end of 4th semester examination.
8. Valuation of the project shall be conducted by a panel of experts

MTA (MASTER OF TOURISM ADMINISTRATION)
SEMESTER – IV
ELECTIVE PAPER - IV : HOSPITALITY MANAGEMENT

UNIT-I

Introduction to Hospitality Industry: Classification of Hotels - Classification on the basis of size, Location, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

UNIT-II

Hotel Organization: Need for Organization - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food & Beverage, Room Service, Food Production, Engineering & Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase.

UNIT-III

Room Reservations: Registration - Allotment of rooms - Stay, Departure – Handling FIT – GIT - Guest Services - Message Handling - Handling Guest Complaints.

UNIT-IV

Evaluating hotel Performance: Methods of Measuring Hotel performance – Occupancy ratio - Average Daily rate, Average Room rate per guest - Market share Index - Evaluation of hotel by Guest.

UNIT-V

E-Reservation - CRS – Recent trends in reservation – Career in Hospitality – Corporate social responsibilities - Ethics.

TEXT BOOKS

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

REFERENCES

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.

MTA (MASTER OF TOURISM ADMINISTRATION)

SEMESTER – IV

ELECTIVE PAPER – V : EVENT MANAGEMENT

UNIT I

Introduction to Events: Scope - Nature and Importance – Types of Events – Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT II

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UNIT III

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

UNIT V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

TEXT BOOKS

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

REFERENCES

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
5. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

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